



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4981562

Schedule Dates 09/21/21-09/27/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST.646 (1617026)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/646
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 09/20/21
Last Modified 09/24/21
Entered By Alexa Schram
CO-OP No
External # 10976755
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$32,385.00
Net Total \$183,515.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	150	\$180,500.00
Oct. 2021	40	\$35,400.00
Grand Total:	190	\$215,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM			2	2	2	2			8	\$200.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
2.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			2	2	2	2			8	\$900.00	\$7,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
3.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
4.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	6:57P- 7P (EST)			1	1	1	1			4	\$3,500.00	\$14,000.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
5.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	6:27P- 6:30P (EST)			1	1	1	1			4	\$2,500.00	\$10,000.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21

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6.0	Normal Line / Access	09/21/21-09/24/21	2	:30	7:29:26P- Jeopardy			2	2	2	2			8	\$2,600.00	\$20,800.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
7.0	Normal Line / Access	09/21/21-09/24/21	2	:30	6:58:46P- Wheel Of Fortune			2	2	2	2			8	\$1,800.00	\$14,400.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
8.0	Normal Line / SPOT	09/25/21-09/25/21	3	:30	7:30P- Jeopardy Wknd							1			\$900.00		Washington (WJLA)	Daypart PA JEOPARDY-WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	9/20/21
8.0.1	Closed Preempt	09/25/21															Washington (WJLA)	Program Change/Exception - College Football	
9.0	Normal Line / SPOT	09/25/21-09/25/21	3	:30	7P- Wheel Of Fortune Wknd							1			\$700.00		Washington (WJLA)	Daypart PA WHEEL OF FORTUNE- WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE	9/20/21
9.0.1	Closed Preempt	09/25/21															Washington (WJLA)	Program Change/Exception - College Football	

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10.0	Normal Line / Prime	09/22/21-09/22/21	3	:30	8P- 9P (EST)				1					1	\$2,000.00	\$2,000.00	Washington (WJLA)	Daypart PT GOLDBERGS/ WONDER YEARS(Agency) -4Q21 (sell)	9/20/21
11.0	Normal Line / Prime	09/21/21-09/21/21	3	:30	7:57:56P- ABC-Bachelor in Paradise (Tuesday)			1						1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart PT BACHELOR IN PARADISE(Agency) -LP Sep/2019OVC - ESTIMATE IS BASED ON THE	9/20/21
12.0	Normal Line / SPOT	09/21/21-09/24/21	1	:30	6:58A- ABC-Good Morning America			3	3	3	3			12	\$1,600.00	\$19,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/20/21
13.0	Revised Line / SPOT	09/25/21-09/25/21	3	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1					Washington (WJLA)	Daypart LN ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	9/20/21
13.1	Normal Line / SPOT	09/25/21-09/25/21	3	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1		1	\$250.00	\$250.00	Washington (WJLA)	Daypart LN ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	9/21/21

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14.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1	1	1	1			4	\$650.00	\$2,600.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
15.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	12:37A- ABC-Nightline			1	1	1	1			4	\$100.00	\$400.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/20/21
16.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	11:35P- ABC-Jimmy Kimmel			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/20/21
17.0	Normal Line / SPOT	09/26/21-09/26/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 8AM								1		\$100.00		Washington (WJLA)	Daypart WK GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	9/20/21
17.0.1	Closed Preempt	09/26/21															Washington (WJLA)	Order Error/Exception - incorrect master program title	

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18.0	Normal Line / SPOT	09/26/21-09/26/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								2	2	\$450.00	\$900.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	9/20/21
19.0	Normal Line / SPOT	09/25/21-09/25/21	2	:30	9A- ABC-Good Morning America Sunday 2							2		2	\$400.00	\$800.00	Washington (WJLA)	Daypart WK GMA SAT 9-10A(Agency)-4Q21 (sell)	9/20/21
20.0	Normal Line / SPOT	09/25/21-09/25/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							2		2	\$325.00	\$650.00	Washington (WJLA)	Daypart WK GMW SAT 8-9A(Agency)-4Q21 (sell)	9/20/21
21.0	Normal Line / SPOT	09/26/21-09/26/21	3	:30	8:59:30A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)	Daypart WK THIS WEEK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/20/21
22.0	Normal Line / SPOT	09/25/21-09/25/21	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart RT GMA-SATURDAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/20/21
23.0	Normal Line / SPOT	09/21/21-09/24/21	1	:30	8A- ABC-Good Morning America			3	3	3	3			12	\$1,600.00	\$19,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	9/20/21

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24.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			2	2	2	2			8	\$525.00	\$4,200.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
25.0	Normal Line / SPOT	09/21/21-09/24/21	1	:30	10:58:25A- ABC-The View			2	2	2	2			8	\$1,050.00	\$8,400.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
26.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	2P- ABC-General Hospital			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
27.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/20/21
28.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	9A- Live with Kelly			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	9/20/21

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29.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
30.0	Revised Line / SPOT	09/27/21-09/27/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM		2										Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
30.1	Normal Line / SPOT	09/27/21-09/27/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM		2							2	\$150.00	\$300.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/22/21
31.0	Revised Line / SPOT	09/27/21-09/27/21	1	:30	6:58A- ABC-Good Morning America		3										Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/20/21
31.1	Normal Line / SPOT	09/27/21-09/27/21	2	:30	6:58A- ABC-Good Morning America		3							3	\$800.00	\$2,400.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/22/21

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33.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2							2	\$525.00	\$1,050.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
34.0	Revised Line / SPOT	09/27/21-09/27/21	1	:30	10:58:25A- ABC-The View		2										Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
34.1	Normal Line / SPOT	09/27/21-09/27/21	2	:30	10:58:25A- ABC-The View		2							2	\$525.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/22/21

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Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4981562

Schedule Dates 09/21/21-09/27/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST.646 (1617026)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/646
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 09/20/21
Last Modified 09/24/21
Entered By Alexa Schram
CO-OP No
External # 10976755
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$32,385.00
Net Total \$183,515.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	150	\$180,500.00
Oct. 2021	40	\$35,400.00
Grand Total:	190	\$215,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	2P- ABC-General Hospital		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
36.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/20/21
37.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	9A- Live with Kelly		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	9/20/21
38.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
39.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		2							2	\$900.00	\$1,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21

CONFIRMATION CONTRACT

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Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
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Comments Separation: 30

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40.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2							2	\$600.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
41.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
42.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	6:27P- 6:30P (EST)		1							1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
43.0	Revised Line / Access	09/27/21-09/27/21	2	:30	7:29:26P- Jeopardy		2										Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
43.1	Normal Line / Access	09/27/21-09/27/21	3	:30	7:29:26P- Jeopardy		2							2	\$2,000.00	\$4,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/22/21

CONFIRMATION CONTRACT

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Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
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Billing Type Weekly/Irregular
Comments Separation: 30

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44.0	Revised Line / Access	09/27/21-09/27/21	2	:30	6:58:46P- Wheel Of Fortune		2										Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
44.1	Normal Line / Access	09/27/21-09/27/21	3	:30	6:58:46P- Wheel Of Fortune		2							2	\$1,400.00	\$2,800.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/22/21
45.0	Revised Line / SPOT	09/27/21-09/27/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1										Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
45.1	Normal Line / SPOT	09/27/21-09/27/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$500.00	\$500.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/22/21
46.0	Revised Line / SPOT	09/27/21-09/27/21	3	:30	12:37A- ABC-Nightline		1										Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/20/21

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46.1	Normal Line / SPOT	09/27/21-09/27/21	3	:30	12:37A- ABC-Nightline		2							2	\$100.00	\$200.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/22/21
47.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	11:35P- ABC-Jimmy Kimmel		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/20/21
48.0	M/G For 17.0.1 / SPOT	09/26/21-09/26/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 730AM								1	1	\$100.00	\$100.00	Washington (WJLA)	Daypart WK GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	9/21/21
49.0	M/G For 8.0.1 / SPOT	09/24/21-09/24/21	3	:30	9P- ABC-20/20 (Friday)						1			1	\$1,500.00	\$1,500.00	Washington (WJLA)		9/21/21
50.0	M/G For 9.0.1 / SPOT	09/27/21-09/27/21	3	:30	12:37A- ABC-Nightline		1							1	\$100.00	\$100.00	Washington (WJLA)		9/21/21
51.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	7:57:56P- ABC-Dancing with the Stars (Monday)		2							2	\$2,500.00	\$5,000.00	Washington (WJLA)		9/22/21
52.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	10P- ABC-The Good Doctor (Monday)		2							2	\$1,500.00	\$3,000.00	Washington (WJLA)		9/22/21

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53.0	Normal Line / SPOT	09/25/21-09/25/21	1	:30	7:30P- Sports-ABC College Football Prime							1		1	\$5,200.00	\$5,200.00	Washington (WJLA)		9/24/21

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